

REMARKS

Administrative Overview

Initially, claims 1–25 were presented for examination. In the Office Action mailed on October 6, 2003, claims 1–25 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,078,892 to Anderson et al. (hereinafter “*Anderson*”). An interview was granted on March 4, 2004, and an Amendment and Response was filed on April 6, 2004, amending claims 1, 18, 19, 20 and 22 and adding new claims 26–28. A second Office Action was issued on August 11, 2004, maintaining the rejection of claims 1–28 based on *Anderson*. A response was filed on November 12, 2004, canceling claims 1–28 and adding new claims 29–48. A Final Office Action was issued on February 22, 2005, rejecting claims 29–48 based on *Anderson* and in further view of “Give us leads! Give us Leads!” by Griggs (hereinafter “*Griggs*”). Applicants submit this Amendment and Response in which claims 29 and 39 have been amended. Support for the amendments can be found at least at page 6 line 18 of the specification. No new matter has been added.

The Applicants respectfully traverse these rejections and request reconsideration of the claims as amended in light of the discussion below.

Claims 29 and 39 and the Claims that Depend Therefrom Are Allowable

Independent claims 29 and 39 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Anderson* in view of *Griggs*. The Applicants respectfully submit that neither *Anderson* nor *Griggs*, either alone or in combination, teaches or suggests each and every element of independent claims 29 or 39 as amended, and claims 30–38 and 40–48, which depend therefrom, and therefore traverse this rejection.

Applicants understand the Examiner to contend that the claimed “plurality of rules” that “determine at least one action of the lead processing system with respect to the users” is purportedly satisfied by *Anderson*, describing, for example, “formulating a search request” by “having a sales agent specify (1) a product of interest and (2) zero or more preferences.” (Col. 7 line 54). Applicants respectfully disagree with this

characterization. The search requests described in *Anderson* are, simply put, parameters that are applied to the entirety of the lead data being stored in the system. Thus, selectivity is based solely on the attributes of the lead data, not attributes of the users performing the search. In that light, the search parameters merely define which leads are to be presented to a user – any user – in response to that user’s inquiry. Because the parameters are themselves defined by users, they may easily be duplicated across numerous users without any consideration for security or users’ roles in the organization. In contrast, Applicants’ invention uses rules that are applied “with respect to the users” – meaning that the rules represent attributes *associated with the users themselves*. As a result, leads are routed to *specific users* – i.e., the correct users – based on these rules, thus improving the relevance of a particular lead to a particular user by, for example, ensuring that the same lead is not delivered to multiple users.

Accordingly, because the cited art does not teach or suggest all the limitations of independent claims 29 and 39, Applicants respectfully submit that claims 29 and 39 as amended, and those claims that depend therefrom, claims 30–38 and 40–48, are patentable over the cited art.

CONCLUSION

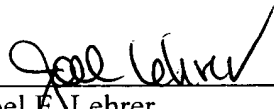
In light of the foregoing, we respectfully submit that all of the pending claims are in condition for allowance. Accordingly, we respectfully request reconsideration, withdrawal of all grounds of rejection and objections, and allowance of all of the pending claims in due course.

If the Examiner believes that a telephone conversation with the Applicants' attorney would be helpful in expediting the allowance of this application, the Examiner is invited to call the undersigned at the number identified below.

Respectfully submitted,

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